



State of Nevada – Department Of Personnel

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
SALES & PROMOTION REPRESENTATIVE II	31	B	7.850
SALES & PROMOTION REPRESENTATIVE I	29	B	7.829

SERIES CONCEPT

Sales & Promotion Representatives plan and direct the promotion and sales of books, magazines and merchandise sales catalogs and promotional items.

Publicizes and advertises publications by reviewing contents; researching and identifying markets; reviewing historical and geographical areas and items of interest including historical photographs; telephoning area merchants, distributors, or organizations; preparing and placing advertising; mailing brochures or advance copies; and following up on contacts with potential distributors or buyers, in order to expand the market and create interest.

Manages special promotional campaigns by developing brochures; initiating and writing advertising; arranging for appearances, special incentives, gifts, or bonuses; contacting sales representatives, distributors, and other interested parties; determining methods for promoting; setting costs of campaigns; and contacting by mail or telephone, in order to increase sales.

Performs merchandising of promotional items; includes selected items in promotional catalog; contacts vendors regarding the purchase and sale of promotional items; develops marketing and distribution plans; distributes catalogs; processes orders and maintains product inventory.

Maintains sales and distribution records by receiving data from distributors; reviewing and resolving complaints; updating client files; calculating costs and charges; accounting for all copies; analyzing sales information; communicating with printer and distributors; and deciding on number of issues needed for future distribution, in order to record results, resolve problems, and reconcile fiscal data.

CLASS CONCEPTS

SALES & PROMOTION REPRESENTATIVE II

Under the general supervision of the Director, markets a variety of different book and/or magazine publications; writes, edits, and prints a catalog of publication offerings; attends and directs promotional exhibits, author appearances, and organizational functions; writes press releases and advertisements for upcoming publications; and prepares and maintains an annual budget, in addition to performing the duties outlined in the series concept.

SALES & PROMOTION REPRESENTATIVE I

Under general supervision, performs the duties outlined in the series concept. This is the journey level for this series.

MINIMUM QUALIFICATIONS

SALES & PROMOTION REPRESENTATIVE II

EDUCATION AND EXPERIENCE:

I

Graduation from an accredited college or university with major coursework in English, journalism, advertising, marketing, public relations or related field and two years of progressively responsible experience in the sale and promotion of a product which included writing and designing promotional materials and the use of direct mail techniques; OR

II

Graduation from high school or the equivalent (GED) and four years of experience as described in option I; OR

III

One year of experience at the Sales and Promotions Representative I level in Nevada State service; OR

IV

An equivalent combination of education and experience in which the candidate has demonstrated possession of the entry level knowledge, skills and abilities.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES: (These may be acquired on the job and/or needed to perform the work assigned.)

Ability to write press releases according to journalistic guidelines. Ability to write ads for upcoming publication.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES: (Applicants will be screened for possession of these through written, oral, performance or other evaluation procedures.)

Ability to organize and direct promotional exhibits and author appearances. Ability to prepare and maintain budget.

In addition, all other knowledge, skills and abilities required at the lower level of the series.

SALES & PROMOTION REPRESENTATIVE I

EDUCATION AND EXPERIENCE:

I

Graduation from an accredited college or university with major coursework in English, journalism, advertising, marketing, public relations or related field and one year of progressively responsible experience in the sale and promotion of a product which included writing and designing promotional materials and the use of direct mail techniques; OR

MINIMUM QUALIFICATIONS (cont.)

EDUCATION AND EXPERIENCE: (cont.)

II

Graduation from high school or the equivalent (GED) and three years of experience as described in option I; OR

III

An equivalent combination of education and experience in which the candidate has demonstrated possession of the entry level knowledge, skills and abilities.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES: (These may be acquired on the job and/or needed to perform the work assigned.)

Knowledge of what type of marketing campaigns are best suited for what types of publications. Knowledge of different review publications and their respective deadlines and submission requirements. Knowledge of the local media, i.e., where to send news releases, to whom, etc. Knowledge of basic graphic arts/designs. Knowledge of different typefaces and sizes, and ability to spec type for typesetter. Knowledge of how to check a blueline. Knowledge of what kind of illustrative material works best in different situations. Knowledge of various in-house policies regarding discounts, pricing, coop ads, etc. Knowledge of typical production schedules, subject areas of interest (for acquisitions purposes), general acquisitions procedures, etc. Knowledge of State Purchasing procedures. Basic knowledge of sales contract laws. Knowledge of where to go within the organization for needed information.

Ability to proofread written materials and detect errors with a high degree of accuracy. Ability to carry out effective marketing campaigns to increase sales. Ability to determine effectiveness of ads and other promotional campaigns. Ability to analyze sales records and make adjustments or recommendations when necessary to increase or improve sales. Ability to provide supervision and direction to lower level staff, seasonal and volunteer workers. Ability to operate a personal computer.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES: (Applicants will be screened for possession of these through written, oral, performance or other evaluation procedures.)

Knowledge of sales and promotional techniques. Knowledge of journalistic style writing. Knowledge of English grammar, syntax, punctuation, etc. Knowledge of record keeping. General knowledge of photography as it relates to selection of photographs for reproduction quality and intrinsic value.

Ability to generate or create potentials for sales or programs. Ability to write copy for catalogs, brochures or press releases for sales and promotional campaigns. Ability to make oral group presentations to provide information. Ability to communicate effectively especially in describing or explaining books or other publications to individuals, librarians, retailers and wholesalers. Ability

MINIMUM QUALIFICATIONS (cont.)

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES: (cont.)

to calculate costs of merchandise and return on sales. Ability to establish and maintain cooperative working relationships with co-workers, vendors, clients and customers. Ability to arrange copy and/or art work to form logical sequence of thought or action. Ability to operate a ten-key adding machine and calculator in order to prepare reports and statistics. Ability to manage space.

Skill in typing 25 words per minute.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

7.850

7.829

ESTABLISHED:

7/1/89P
8/19/88PC

7/1/89P
8/19/88PC

REVISED:

7/1/95P
9/16/94PC

7/1/95P
9/16/94PC